

1 1. In a computer system connectable to a computer network, a method comprising:
2 (a) maintaining in a memory data defining a greeting card and any modifications
3 thereto;
4 (b) printing the greeting card in conjunction with any modifications thereto;
5 (c) printing readable data on the greeting card; and
6 (d) generating from the readable data printed on the greeting card any of a
7 shipping label or an intermediate label useable to help match the printed greeting card
8 with another item.

1 2. The method of claim 1 wherein the intermediate label comprises a packing list
2 identifying at least one item to be shipped in conjunction with the printed greeting card.

1 3. A computer program product for use with a computer system operatively coupled
2 to a computer network comprises a computer usable medium having program code
3 embodied thereon, the program code comprising:
4 (a) program code for maintaining in a memory data defining a greeting card and
5 any modifications thereto;
6 (b) program code for printing the greeting card in conjunction with any
7 modifications thereto;
8 (c) program code for printing readable data on the greeting card; and
9 (d) program code for generating from the readable data printed on the greeting
10 card a document useable to help match the printed greeting card with another item.

1 4. The computer program product of claim 3 wherein the document comprises a
2 packing list identifying at least one item to be shipped in conjunction with the printed
3 greeting card.

1 5. The computer program product of claim 1 wherein the document comprises a
2 shipping label identifying a destination of the printed greeting card.

1 6 . In a computer system connectable to a computer network, a method comprising:
2 (a) providing a printed personalized greeting card having readable data printed
3 thereon;
4 (b) reading the reference data from the greeting card;
5 (c) using the read data to access in memory data defining any of a greeting card
6 destination address, SKU, and lot number identifying a gift with which the personalized
7 greeting card will be shipped;
8 (d) generating a label from the accessed data in memory.

1 7. The method of claim 6 wherein the label comprises a packing list identifying at
2 least one item to be shipped in conjunction with the printed greeting card.

1 8. The method of claim 6 wherein the label comprises a shipping label identifying a
2 destination of the printed greeting card.

1 9. The computer system of claim 6 wherein the reference data comprises a bar
2 code identifying any of a destination address, SKU and lot number of a gift to be
3 shipped with the greeting card.

1 10. The method of claim 6 further comprising:
2 (e) maintaining in memory data presenting any of a SKU, lot number identifying a
3 gift with which the personalized greeting card will be matched, and a destination
4 shipping address.

1 11. A computer system connectable to a computer network comprising:
2 (a) a processor;

3 (b) a memory coupled to the processor for storing data defining a card and any
4 modifications thereto;

5 (c) a printer coupled to the processor and memory for printing the card in
6 conjunction with any modifications, and readable reference data thereon; and

7 (d) program logic configured to read the reference data.

1 12. The computer system of claim 11 wherein the reference data is direct source of
2 information for generating a shipping label containing at least a destination address to
3 which the card will be sent.

1 13. The computer system of claim 11 wherein the reference data is usable to access
2 a file containing the information for generating a shipping label containing at least a
3 destination address to which the card will be sent.

1 14. The computer system of claim 11 wherein the reference data is a source of
2 information for generating an intermediate label used for matching at least one item to
3 be shipped with the card.

1 15. The computer system of claim 11 wherein the reference data is a source of
2 information for generating any of a gift card, envelop and gift certificate to be shipped
3 with the card.

1 16. In a computer system connectable to a computer network, a method comprising:
2 (a) maintaining in a memory data defining a greeting card and any modifications
3 thereto;

4 (b) printing the data defining a greeting card and any modifications on paper
5 stock to make an n panel greeting card, where n is greater than two;
6 (c) printing readable data on one of the n panels of the greeting card, the
7 readable data comprising data identifying a product with which the greeting card will be
8 matched, and a destination shipping address.

1 17. In a computer system connectable to a computer network, a method comprising:
2 (a) maintaining in a memory data identifying one of a plurality of document
3 templates and any personalization modifications thereto;
4 (b) printing a personalized document comprising the document template in
5 conjunction with any personalization modifications thereto; and
6 (c) printing a data reference on the personalized document.

1 18. The method of claim 17 further comprising:
2 (d) maintaining in memory data presenting any of data identifying a product
3 with which the personalized document will be matched, and a destination shipping
4 address.

1 19. The method of claim 17 wherein the reference data comprises a bar code
2 identifying any of a destination address, SKU and lot number of another product to be
3 shipped with the personalized document.

1 20. The method of claim 17 further comprising:
2 (d) generating from the reference data printed on the document any of a shipping
3 label, envelop or an intermediate label useable to help match the document with
4 another product .

1 21. The method of claim 17 wherein the reference data comprises any of a
2 destination address, SKU and packing list of at least one product to be shipped with the
3 document.

1 22. The method of claim 17 wherein the plurality of document templates comprise
2 any of greeting cards, promotional advertisements, and catalogs.

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